

COMPLIMENTS OF THE T. EATON CO.
LIMITED



THE T. EATON CO. LIMITED

invites you to make yourself

AT HOME

at 190 Yonge Street while in Toronto.

There's everything here for your convenience. Your wraps and bundles may be checked free of charge, and sent to the station in time for your train. Post and Telegraph offices, Writing and Ladies' Resting Rooms, are here at your disposal. The General Information Bureau on the Main Floor will advise you of the arrival and departure of trains and anything you want to know about the Store or City.

Upon application to the Manager, a guide will be furnished to show visiting parties the most interesting features of the store.

THE T. EATON CO. LIMITED

1903
1000
28058

"The Home Comers"

by

DUNCAN CAMPBELL SCOTT



AN ILLUSTRATED EDITION

Of the Poem which in open competition won the First of the three Prizes offered by the Committee of The Toronto Home Comers' Festival, to be held at Toronto on July 1 to 4, 1903.

Published and Presented as a

SOUVENIR OF THE FESTIVAL

by

THE T. EATON CO.
LIMITED



By kind permission of the Committee of
The Toronto Home Comers' Festival.

NOEL MARSHALL, Chairman.

The Views of Old Toronto are taken from Robertson's Landmarks of Toronto and reproduced here by the kind permission of Mr. J. Ross Robertson.



Toronto's Water Front in 1892

The Home Comers

Verse I

From the smoke
 where cities welter,
 From the quiet glens
 of earth,

To the land that gave us shelter,
 To the land that gave us
 birth.

We the wanderers, the
 dreamers,

That for love or fortune
 roam,

In the gladness of
 the morning,

In the light, come
 streaming home.



King Street in 1901

Wellington and Front Streets
1901



King Street, 1901



Yonge Street, 1901

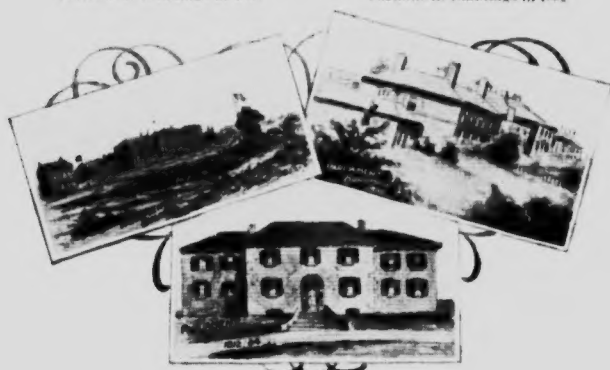




Parliament Buildings in 1903

Parliament Buildings in 1870

Parliament Buildings in 1892



Parliament Buildings in 1903

Verse 2

Men whose fathers mocked and broken
 For the honor of a name,
 Would not wear the conqueror's token,
 Could not salt their bread with shame,
 Plunged them in the virgin forest,
 With their axes in their hands,
 Built a province as a bulwark
 For the loyal of the lands.

St. Michael's Cathedral in 1905



Metropolitan Church in 1907

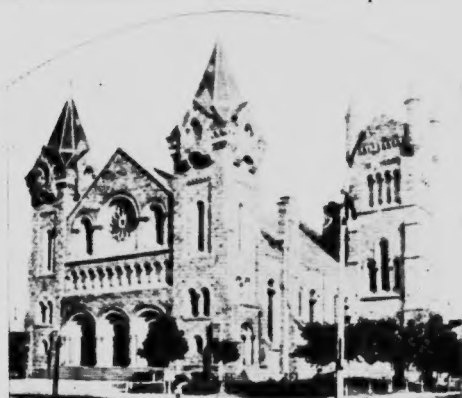
Verse 3

Men whose fathers, sick of
dead lands,
Europe and her weary ways,
Saw the fading emerald
headlands,
Saw the heather quenched
in haze,
Saw the coast of France and
Flanders
Like a glimmer sink and
cease,



St. James' Cathedral in 1910

Won the ample land of maples,
The domain of wealth and peace.



St. Andrew's Presbyterian Church, 1903

First view of City Hall in 1849



City Hall in 1851

Verse 1

Won it by the axe
and harrow,

Held it by the axe
and sword,

Bred a race with
brawn and mar-
row,

From no alien
over-lord,

Gained the right
to guide and
govern :

Then, with labor strong and free,

Forged the land a shield of Empire

Silver sea to silver sea.

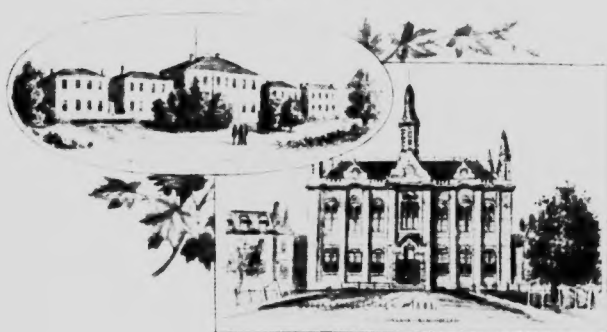
The New City Hall



Verse 5

Fighting makes the heart grow fonder,
Labour makes the heart grow fain,
Still, wherever we may wander,
We are of the lion strain.
We may trample foreign markets,
We may delve in outland loam,
Yet when memory cries and calls us,
All our hearts come leaping home.

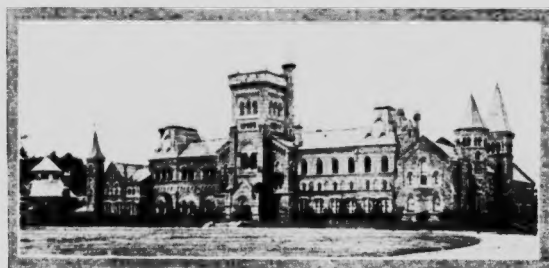
Upper Canada College in 1872



Upper Canada College in 1888



Upper Canada College in 1901

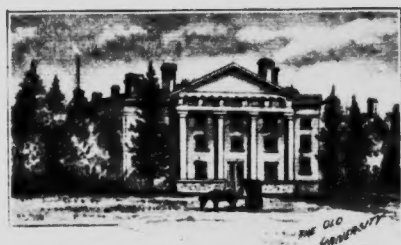


Toronto University, 1963

Verse 6

Now from smoke
 where cities welter,
 From the quiet glens
 of earth,

Come we to our land
 of shelter,



The Old University

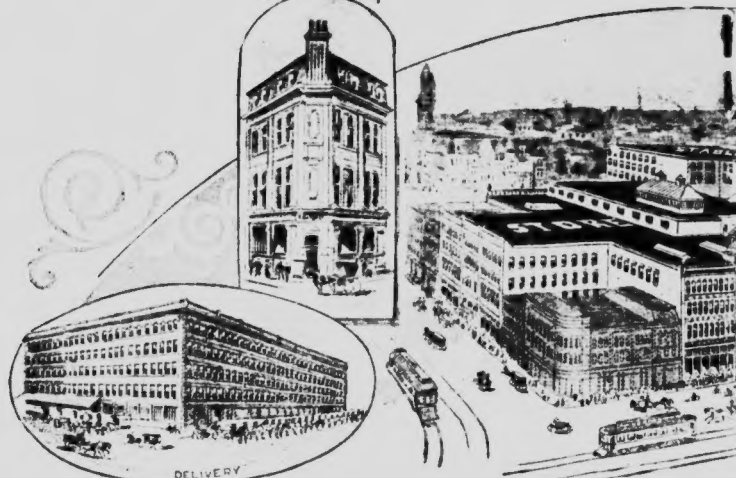
To the land that gave us birth,
 Lo, we bring thee our achievement,
 Won by strength and patient pain,
 Thine the strength and thine the patience,
 Bring it to thy breast again.



Normal School Grounds

THE T. EATON

BUYING OFFICE
LONDON, ENG.



AS IT APPE

Verse 7

And we bid Ontario quicken,
Under snow and under sun,
Where the spruces root and thicken,
Where the waters flash and run.
Bid the towns of glad Ontario
Gather to a diadem,
Deep encrusted round Toronto,
As with gems the peerless setting folds
and holds the gem.

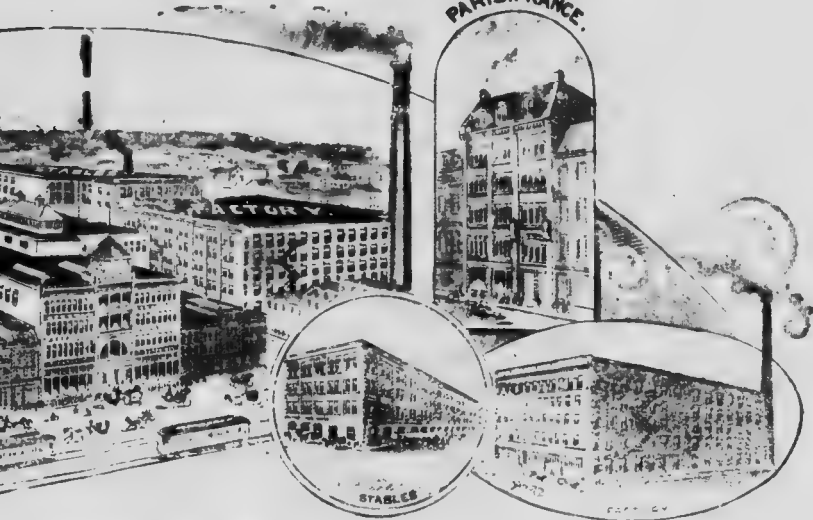


First store of THE T. EATON CO.
LIMITED

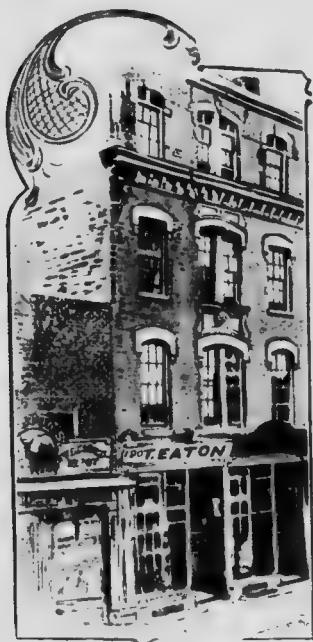
EATON CO. LIMITED

BUYING OFFICE

PARIS, FRANCE.



IT APPEARS IN 1903



190 Yonge St. in 1907.

A REMARKABLE GROWTH

"Astonishing!" you "Old Boys" will say when you come and see this store and think what the average Toronto Store was like when you were young. "Astonishing!" you will say again when you see a store this size flourishing in a city of only 250,000 inhabitants. "Astonishing!" you will repeat when you see the completeness of everything; the largest private electric plant in Canada, a cold storage plant, two complete elevator plants, belt parcel carriers, factories, bakery, laundry, press room and stables and many other things.

We want you to come and see our store. If you would like to go through the whole thing, go to the Manager's Office and a guide will accompany you thence to the most interesting points.

The first thing you will ask is

Weather Probabilities?

If it rains, we have
Silk Umbrellas;
if it shines
Silk Sun Shades,

(Main Floor, Yonge St. Entrance)



The Toronto Coat of Arms

on a Cushion Top—
let your mind rest on it.

(Main Floor)

To Combine a Rich Souvenir with a Profitable Investment

we would suggest
the purchase of a *genuine*
Diamond Ring.

(Main Floor, Yonge St. Entrance)

Our **S**olid
Silver
Souvenirs
of Toronto
are made in Canada.

(Main Floor, Yonge St. Entrance)

Fancy

Neckwear for Ladies,
with transparent stocks.
They are worth seeing.

Main Floor

It Requires a Good Light to Match

Colors to a shade;
that is why we placed
our display of silks im-
mediately under the
store's large light well.
You ought to visit this
spot—it is one of the
brightest.

Main Floor

Books by the Great Canadian Author

Sir Gilbert Parker,
should be interesting to
"Toronto Home Comers"
especially "Right of Way"
and "Seats of Mighty".—
we are selling the Maple
Leaf edition.

Main Floor, James St. Entrance

Take Some Snap Shots

of your "Old Home"
with a Premo Film
Camera, (size of Picture
3½ x 4½ inches.)

(Main Floor, Yonge St. Entrance)

We have a line

of light weight Sum-
mer Hosiery for every-
body, so cheap, that the
difference in cost between
buying a new pair and
having the worn ones
laundered, is a matter of
four cents.

(Main Floor, Yonge St. Entrance)

How did it grow?

From within. A
master-mind conceived
it before the public saw
it. It was thought out
before it was wrought
out. First the thought,
then its presentation,
then public apprecia-
tion, and then more
floor space to do the
business in—that's
Evolution.

What helped it to grow?

*Cutting out Custom-
ers' Losses.* Buying for
cash and selling for cash
saved money at both
ends. Cash was pre-
ferred to accounts, be-
cause accounts couldn't
always be cashed.
Again, in the days when
Toronto "Old Boys"
were young, "middle-
men" waylaid goods on
their way from Pro-
ducer to Consumer.
The T. Eaton Co.
cut out both the mid-
dleman and his profits.
European buying
offices were established.
Direct to the Producer
they went for goods,
and direct to the Con-
sumer they brought

them. The next step was from loom to wearer. This meant our own manufacturing, so another large building was added and equipped with the best machinery available, including 1,040 sewing machines; some running at the rate of 4,000 stitches a minute, now making 6,000 garments daily for sale only in the store; and thus goods were improved as well as losses cut out and the savings were applied to the prices. But could the prices be seen? Not when the "Home-Comers" went from home. At that time it might have been considered impertinent for the public to pry into prices. They were a matter of private conversation between buyer and seller. Price depended upon the customer. The T. Eaton Co. threw a bomb shell into shopping circles by boldly marking the prices on

As the

Watch Business

is a special feature of ours we should suggest that the *correct time* to buy a watch is when you are in our store.

Main Floor, Yonge St. Entrance

The Irish Linen Handkerchiefs

to which we call your attention were made in Ireland from linen woven in Ireland, from thread spun in Ireland, from flax grown in Ireland, and that's why we call them *Irish*.

Main Floor

To Some Home-Comers

we would suggest *American Beauty* Rose and *Canada* Bouquet as being delightfully appropriate Perfumes for this festival occasion.

Main Floor, Yonge St. Entrance

Ours is the Largest Ribbon Department in the World.

Just think of what good value must be given to induce the public to keep about 50 *subscriptors* busy selling nothing but *ribbons*.

Main Floor, Yonge St. Entrance

Ready-to-Wear

Organdie, Muslin and Linen Dresses, at prices it ordinarily costs to make them.

Third Floor and Main St. Section

Our Model Kitchen

is in the Basement. It is furnished to show what Kitchen Utensils should be used in a modern home and how they should be arranged. Visit it for suggestions.

Basement

Remember the Old Folks at Home.

The Linens, Cottons, Quilts and Blankets, are to be seen in the Albert St. Section.

Main Floor

Our Lunch Room

on the 4th floor serves a Full Course Breakfast from 8 to 11:30 a. m., Dinner from 11:30 a. m. to 2 p. m., and Hot and Cold Lunches all day.

Soda Fountains and Cake Counters

on the Main floor and in the Basement.

Visiting Cards Printed while you Wait

at the Stationery Counter, on the fastest automatic printing press in the world.—See it.

their goods. People stopped to read, and as they read they reasoned, and as they reasoned they bought. Price tickets became the shoppers' text book, and *their study of prices helped the store to grow.*

What helped the store to grow?

Science and Art.

Both were doing great things well, so The T. Eaton Co. employed them to fix up the store. You "Old Boys" know it needed it. Lamps gave way to gas, and gas to electricity—the electricity produced by its own plant. Low ceilings were replaced by high ones. Elevators added to stairways. Steam heating took the work, but not the place of box stoves. Silent pneumatic cash tubes stopped the "cash" cry. Other places than the counter were provided to sit on. All kinds of rooms were fitted up to suit the needs and requirements of custom-

ers. Science and art made the store a place of rest and recreation, as well as of business. People wanted to go there, and so *studying the comforts of customers helped the store to grow.*

What helped the store to grow?

Shorter hours for employees. Twenty years ago all retail stores kept late hours, especially on Saturday night. Employees needed rest and recreation, but they hadn't time for it, so The T. Eaton Co. arranged to give them time, and to this end they introduced "Early Closing" into Canada. The T. Eaton Co.'s store is never open after 6 p.m. even at Christmas time, while during the summer months it closes at 5 p.m., excepting on the Saturdays of July and August, when it refuses to do business after 1 p.m. Shorter hours put brightness and snap into helpers, and *studying the comforts of employees helped the store to grow.*

What helped the store to grow?

Friday Bargains. These were originated by The T. Eaton Co.

We are Selling Cravenette Rain-Coats To-Day

at *one-half* what you used to pay for them, partly *because* we are daily placed in touch with competing manufacturers of the "raw" material, through our European buying offices; and partly *because* the garments are made up in our own factory.

2nd Floor, Union St. Section.

The Fancy Souvenir China

may be seen in the Basement.

(Basement.)

Eaton-made French Taffeta Underskirts

have an excellent reputation all over Canada. This information known to "stay-at-homes," may be helpful to "Home Comers" looking for a good Silk Skirt at a low price.

2nd Floor, James St. Section.

The Ladies

will find our Millinery Show Rooms a delightful place to while away an odd half hour in. Here you will see the latest conceptions in Summer Trimmed Millinery, the world's markets are brought under tribute for the materials, Dame Fashion dictates the manner they shall be used, and a staff of expert milliners on the premises produce the charming models on display.

2nd Floor E, Yonge St. Section.



Japanese Silk

Waists are just the thing for summer wear; they are so light and cool; the ones we offer you are *our own make*, from silk imported by us direct from Japan.

(2nd Floor, James St., Section C)

Our Model of a Furnished Home

is on the 3rd floor. During the first 3 weeks of its opening we made an attempt to count the number of people who visited it, the number thus reported was 235,000.

What was the attraction? Well, possibly curiosity drew a great many for the first time, but we think now that most people visit the Home for *new ideas* in Draperies and the arrangement of Furniture. Of course all the furnishings, from the pictures on the walls to the carpets and hardwood flooring, are intended to be representative of what we have for sale on the 3rd and 4th floors.

By-the-way we believe that we show on the 4th floor a *larger display of furniture* than you have seen elsewhere in Canada.

(3rd and 4th Floor.)

at the time of its introduction of "Early Closing." Friday, the "quiet" day was used to help out Saturday, the "rush" day. It was decided to make it the weekly clearing-up day. Odds and ends, over-stocks, and such like were to be put on sale at figures which would clear them out that day. Thus Friday became a "Bargain day" to the public, and to "Eaton's" a weekly clearance day that kept its display of goods always fresh and new; and that is how *Friday Bargains* helped the store to grow.

What helped it to grow?

Truth. Integrity being known as one of the characteristics of The T. Eaton Co. its buyers are welcomed in the world's markets, and because of this The T. Eaton Co., is enabled to give good values and good satisfaction. For this same reason its advertisements carry weight and bring hearty responses; and thus *truth* has helped the store to grow.

But what caused it to grow?

The Management of Men. The discovery and development of ability in others and the placing of it to the best advantage, have been the chief factors in the growth of the store. Every employe was looked upon as a "directorial" or a "managerial possibility." From the ranks the leaders came. Rising to higher positions was made to depend upon helping others to rise. Each leader was to look for and train his own successor; and thus by a multiplication of brain power the store of The T. Eaton Co., Limited, grew from *what it was*



to what it is



We Have a Writing Room

on the 2nd floor, and *Souvenir Stationery* on the Main floor, (James Street Entrance.) Why not write to your friends on Postal Cards showing a view of "Canada's Greatest Store?" You may buy one already stamped for a cent.

During the Festival we shall hold a

**Special of Souvenir
Sale Ties Silk**

with the words "Toronto Old Boys" embroidered on each.

Main Floor, Queen St. Entrance

See Our Canadian Furs

at *Summer prices*. Styles for 1903-04, Jackets, Neckscarfs, Stoles, Capelines.

Main Floor, Queen St. Entrance

We Sell Shoes in 5 Sections

Men's, Women's, Boys', Misses', Children's. All the sections are combined in one large Department—well worth visiting.

2d Floor, Queen St. Entrance

Canada is Noted

for cheap all-wool Underwear. We have a large range of *all-wool* *Garments*, made from fine Australian yarns, in unshrinkable qualities.

2nd Floor

Store Facts



15½ Acres Floor Space.

4,500 to 5,300 Employees, according to season.

174 Horses and 72 Wagons for city deliveries.

15 miles of Brass Tubing connecting the cash office with every part of the store.

8 Boilers, capable of producing an aggregate of 2,400 horse power.

8 Engines and Dynamos for producing electricity for light and power, with a capacity of 896,000 candle power.

The largest and best factory in connection with any store in the world selling direct to the consumer.

A Receiving Room where every week about 200 tons of Millinery, Mantles, Clothing, Boots, Pins and Needles, Crockery, Jewelry, House Furnishings, etc., pass through, are checked, and number and selling price marked on each article.

Our own Printing Presses turning out 275 tons of Catalogues yearly to keep our friends throughout the Dominion in touch with us.

We cheerfully refund the money if goods do not exactly suit. The efficiency of the store is shown by the fact that although there are about 1500 salespeople, yet only 4 clerks are required to attend to all exchanges made for wrong sizes, unsuitable colors, or any other cause of dissatisfaction.

Every plan for labor saving, and cutting out intermediate expenses, thus enabling us to work on a low percentage of profit.

Every means of putting ourselves first in the market with every novelty.

Every facility for hustling orders through and giving prompt attention.

A buying office in London, (England) and one in Paris, (France), keeping us supplied with the newest approved styles and buying up at fractional prices overmakes of manufacturers.

Every accommodation to make shopping pleasant to those on both sides of the counter.

The whole centres on one idea, namely, to supply good merchandise promptly, pleasantly, and at a low price.



Toronto's Water Front, 1903

"There's No Place Like Home"



